



# COMMUNITY WORKSHOP: ECONOMY & OPPORTUNITY

CITY OF MONTROSE





**WELCOME!**

**What is a Comprehensive Plan?**

**Current Vision & Guiding Principles**

**Existing Conditions & Looking Forward**

**Get Involved!**

# COMPREHENSIVE PLAN



- A 20-year vision with a 10-year focus
- Community vision, values, and goals
- Guide physical growth & development
- Long-term plan for decision-making and implementation

# POTENTIAL THEMES



Land Use & Growth



Housing



Transportation & Mobility



Parks, Trails & Open Space



Downtown



Recreation & Tourism



Economic Development



Implementation



Public Services & Facilities



Environment

# ESTIMATED TIMELINE



**1. Initial Assessment**  
Spring-Summer 2019

**2. Vision, Goals & Issues**  
Summer-Fall 2019

**3. Develop Framework**  
Fall 2019-Winter 2020

**4. Draft Comprehensive Plan**  
Winter-Spring 2020

**5. Adoption & Implementation**  
Summer-Fall 2020



# CURRENT VISION & GUIDING PRINCIPLES

# CURRENT VISION STATEMENT

“Montrose will be a community that **embraces diversity**; one that is sensitive to the **environment, grows smartly and efficiently** and provides economic, social and cultural **opportunities** for all citizens. It will be a City where the **downtown is thriving** and the local **economy is strong and balanced**. There will be extended **parks developed along the Uncompahgre River** and other waterways. It will be a place where the children of Montrose can return after college and find **meaningful careers** and the average person can **afford to buy a home**. It will be a place where the **transportation system is functional** and where **bicycles** can be used **for commuting**. Through these characteristics, Montrose will continue to be a pleasant place to live.”

# GUIDING PRINCIPLES

1. **Plan Long-Range, Implement Consistently in the Short-Term.**
2. **Strengthen Our Role as a Regional Center and Attract Quality Jobs to Sustain Us.**
3. **Grow Efficiently.**
4. **Develop Convenient “Centers”.**
5. **Provide a Broad Range of Housing Choice.**
6. **Protect, and Provide Access to, Important Environmental Resources.**
7. **Connect Roads and Be Transit-Friendly.**
8. **Provide Public Services and Facilities Necessary for Health, Safety and Welfare.**





# EXISTING CONDITIONS & LOOKING FORWARD

# ECONOMY & OPPORTUNITY



## DART MISSION

*Where are we going?*

Montrose DART supports developing Montrose as an **attractive, vibrant place** where **people converge, businesses thrive, and values rise.**



# EXISTING CONDITIONS & TRENDS

Employment  
rates have  
increased



# 12%

over the past  
13 years!

## EMPLOYMENT

- 1,118 new jobs
- Top industries (2015): **health care and social assistance, educational services, accommodation and food services, and public administration**
- Regional job hub

## EDUCATION

- **CMU** - post secondary education opportunities
- Montrose = 26.3%; State of Colorado = 38.7%
- **New schools, early childhood centers**

## SERVICE PROVIDERS

- Federal offices, County offices, Montrose Memorial Hospital, churches, retail centers, job centers

Inflow/Outflow Job Counts in 2015



# EXISTING CONDITIONS & TRENDS

## RETAIL MARKET

- 258 retail and restaurant establishments; 195 retail trade stores; 63 restaurants and bars
- Retail gap analysis
- **Retail Leakage:**
  - **Electronics & Appliance Stores**
  - **Clothing & Clothing Accessories Stores**





**Guest Speaker**

**Nathan Perry, Ph.D.**

**Associate Professor of Economics**

**Colorado Mesa University**



## **PUBLIC SAFETY**

**Blaine Hall, Chief of Police**

# KEYPAD POLLING



TurningPoint

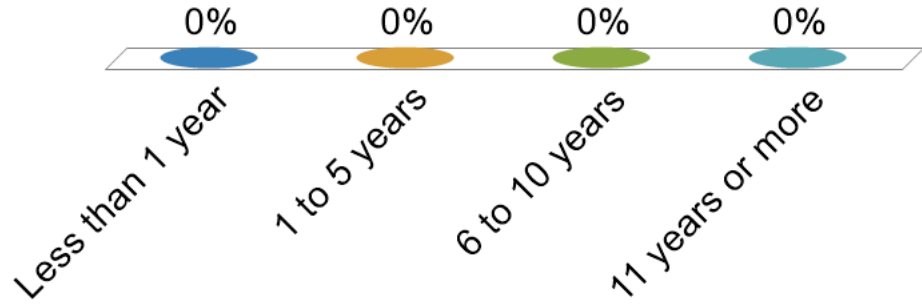
## THE LCD SCREEN

- When transmitting a response, this symbol appears.
- Your answer will flash briefly after you provide a response.
- You may change your vote while poll is open.
- We will let you know when polling is open & closed for each question.



# How long have you lived in the Montrose area?

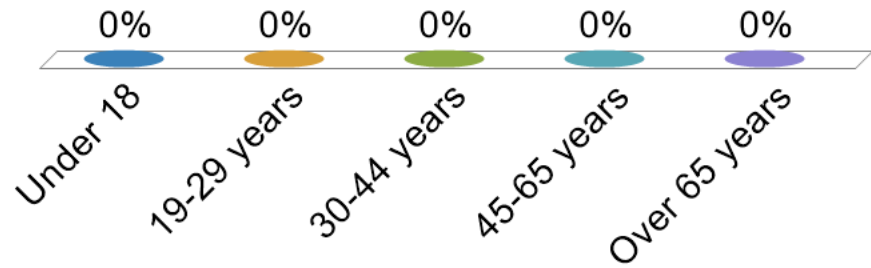
- A. Less than 1 year
- B. 1 to 5 years
- C. 6 to 10 years
- D. 11 years or more





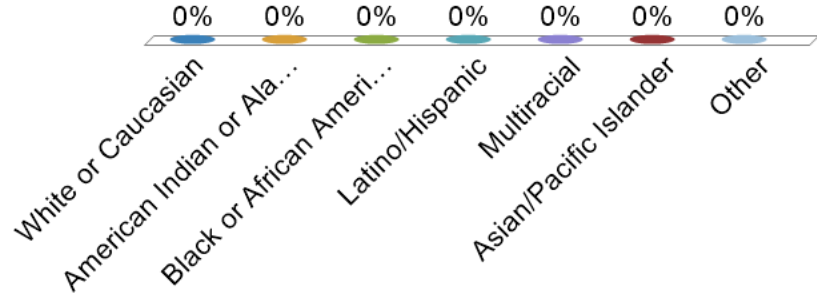
# What is your age?

- A. Under 18
- B. 19-29 years
- C. 30-44 years
- D. 45-65 years
- E. Over 65 years



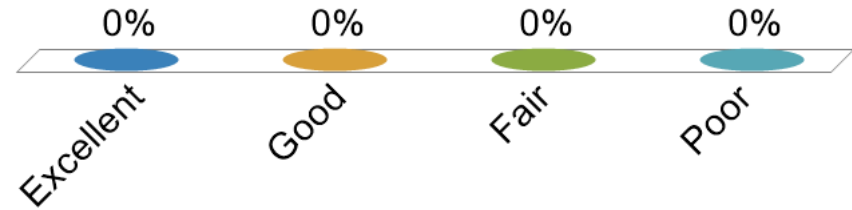
# What race or ethnicity do you identify yourself with?

- A. White or Caucasian
- B. American Indian or Alaska Native
- C. Black or African American
- D. Latino/Hispanic
- E. Multiracial
- F. Asian/Pacific Islander
- G. Other



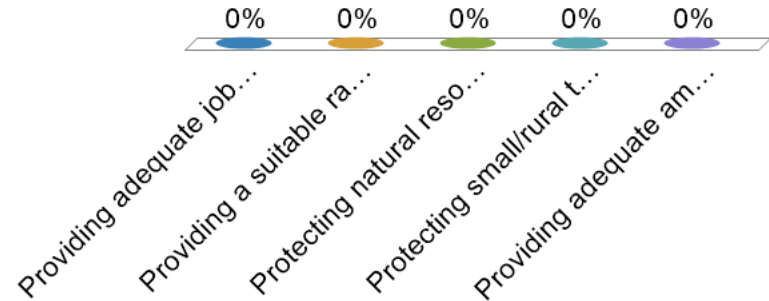
How would you rate economic conditions in Montrose today?

- A. Excellent
- B. Good
- C. Fair
- D. Poor



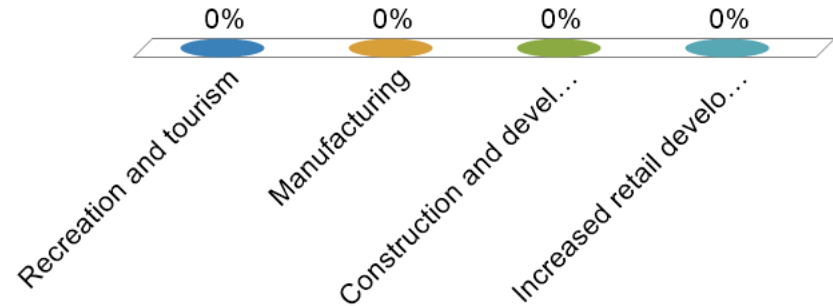
When it comes to growth and development, what do you think is the city's greatest challenge?

- A. Providing adequate job opportunities
- B. Providing a suitable range of housing options
- C. Protecting natural resources
- D. Protecting small/rural town character
- E. Providing adequate amenities



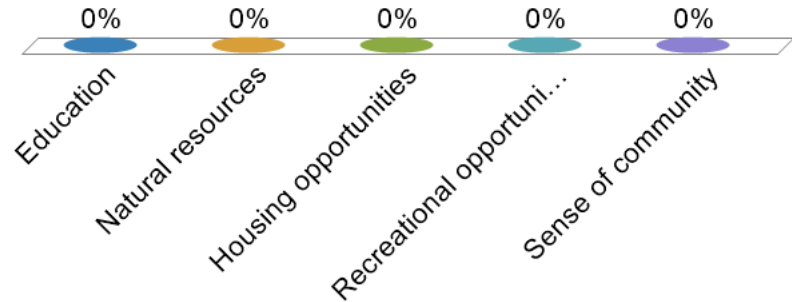
# What should be the top economic development priority?

- A. Recreation and tourism
- B. Manufacturing
- C. Construction and development
- D. Increased retail development



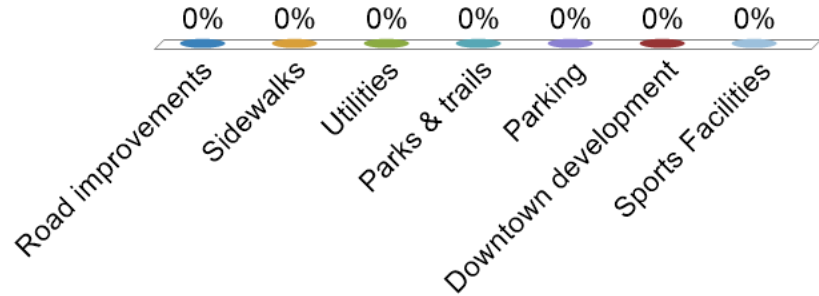
# What is the city's greatest asset or opportunity?

- A. Education
- B. Natural resources
- C. Housing opportunities
- D. Recreational opportunities
- E. Sense of community



What capital improvements should the city prioritize to enhance or improve the economy and local opportunities?

- A. Road improvements
- B. Sidewalks
- C. Utilities
- D. Parks & trails
- E. Parking
- F. Downtown development
- G. Sports Facilities





# SMALL GROUP DISCUSSIONS



# SMALL GROUPS

## **BLUE:** STRENGTHS

What's working in Montrose?

## **YELLOW:** CHANGES

What should be changed?

## **ORANGE:** OPPORTUNITIES

Where is a new solution or opportunity needed?

## **LARGE GROUP DISCUSSION**

Highlight 1 strength, 1 change & 1 opportunity

# CONNECT WITH US

*GET INVOLVED!*

- Attend Community Meetings
- Online Surveys
- Interactive Maps
- Social Media

 433 S 1st St

 [asharp@ci.montrose.co.us](mailto:asharp@ci.montrose.co.us)

 970.240.1478

 [CityofMontrose.org/CompPlan](http://CityofMontrose.org/CompPlan)

## /CompPlan

#MontroseCO

#CompPlan



envision **2040**  
**MONTROSE**  
COMPREHENSIVE PLAN 